

differently.

CONCLUSION

ANUGA is the single most important international trade event for the world's food industry. The show was highly successful for Canadian seafood companies and many exhibitors indicated their desire to participate again in 1991, and some will seek a larger space allocation. The large number of Canadian visitors at ANUGA also suggests that in order to be competitive one must keep abreast of developments in the dynamic world food business.

Canadian fish exports to western Europe exceed half a billion dollars. Companies recognize that events such as ANUGA and its sister show, SIAL are the best promotional vehicles to present their products to the world. Canadian seafood is well received in Europe which values high quality standards and reliability of supply. With increased emphasis on quality and higher value exporters will have to continue to promote their products and adjust to changing market needs. The emergence of the integrated European market in 1992 will provide easier access conditions for all third country suppliers. Canadian companies will need to respond to new competitive conditions.

World fairs such as ANUGA have the broad support of the Canadian export community both large companies and small and are vital to Canada's position as one of the world's leading fish exporters. The mixture of exporters, buyers, federal and provincial government trade officials, and commercial officers from Canadian missions provides a unique opportunity for the exchange of information and ideas.